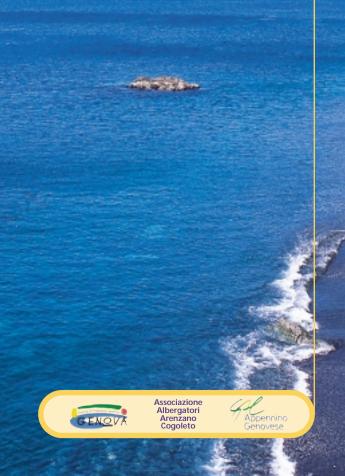


PONENTE GENOVESE & RIVIERA DEL BEIGUA



An easy-to-reach corner of paradise

ust slightly more than twenty kilometres from Genoa, fifty from Milan and two hundred from Turin, and with efficient airport, motorway and railway connections, there's an easy-to-reach corner of the Riviera or, perhaps we should say, corner of paradise, waiting for you, year round.

It's easier than you think to leave the autumn fog behind and stretch out on the beach to enjoy the October sun or to forget the winter chilliness and stroll along the sea-front promenades of the Mount Beigua Riviera to be embraced by a northerly breeze, filling your lungs with fresh iodine.

In the evening, check out a small characteristic restaurant and try "trenette al pesto", cheeses or mushrooms from the Genoese valleys or some local fish: if this is "bite and run" tourism, start biting.

You'll think about running later...maybe.







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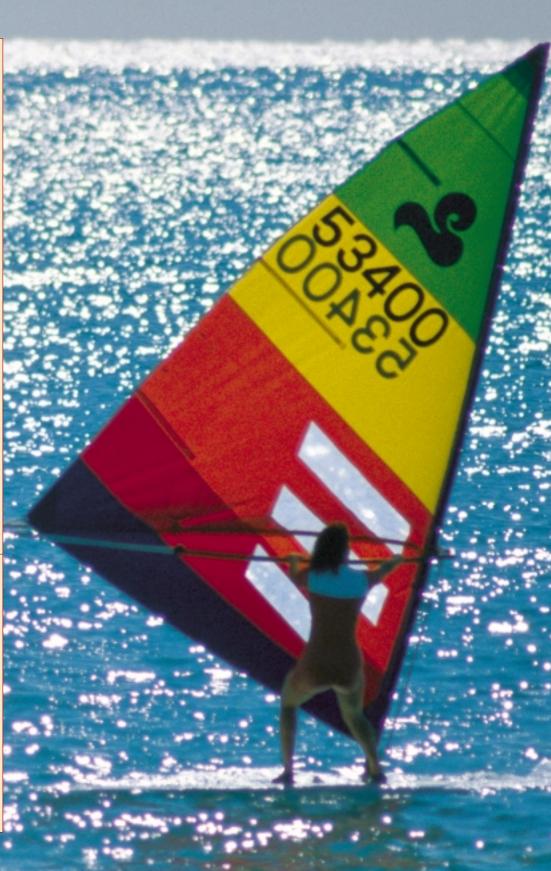
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WHEN THE GLOBETROTTING ENGLISH ARISTOCRATS...

t was the end of the 1800s and the English, the German and the Russians emerged from the foggy mists to winter in the Mediterranean sun. Pegli was one of the Riviera's most coveted and famous resorts. Today, Pegli is still the most elegant district on the western side of Genoa: where you can stroll along the sea-front promenade lined with its grand hotels, be embraced by the natural beauty of patron villas' centuries-old parks and admire the elegance of Liberty-style architecture along viale Modugno. Here, you'll feel like you're in the middle of a big city – because Pegli is Genoa –

while revelling in the ambience of a seaside town on the western Riviera.

THE ROMANTIC VILLA PALLAVICINI

Villa Pallavicini's eighteenth-century park, in Pegli, is one of the most beautiful gifts Genoa has ever received thanks to the sentimental romanticism of Genoese aristocrats. The Marquis Ignazio designed it as a theatre for telling a fairy-tale, a fantastic environment that, from the villa past the path of camellias, rises up the hill amidst miniature lakes, exotic buildings, grottos to cross in a boat and huge, centuries-old trees.

THE VARENNA VALLEY AND THE GANDOLFI RIVER

So close to the sea, yet it seems to be lost among the Apennines: that's the short, steep and silent Varenna Valley, just inland from Pegli, with its olden paper mills nestled amidst the woods. The Gandolfi River is a short tributary that descends from a plateau, providing nature lovers with a wild landscape of waterfalls and cool lakes hidden among lush vegetation.







WHERE ROWING IS KING

rà is known for the skill of the shipwrights who built boats on its beaches for centuries. Today, it is a rowing sports centre in a lush palm-lined urban wonderland. The calm water between the modern port and the open sea, the site of the 2002 World Championships, is the ideal location for the noble art of rowing.



ACQUASANTA AND THE HOT SPRINGS

Acquasanta is the land of olden paper mills, hot springs and an impressive Baroque sanctuary. The Paper Museum chronicles the history of the industry that created jobs in these valleys for centuries, while the hot springs centre, after a thorough renovation, intends on re-using the veins of sulphur-rich water gurgling from the eighteenth-century chapel.

aria Brignole Sale, along with her husband Raffaele De Ferrari, Duke of Galliera, was the last of the noble patrons. In the 19th century, emperors, tsars, popes and heads of state visited his villa in Voltri. Its park, Genoa's most extensive, rises from the Italian-style garden toward the architectural "attractions", the romantic forest, meadows populated with deer and the sanctuary of delle Grazie, at the top of the hill.

VOLTRI AND THE CREVARI HILL

ere, above the sparkling and translucent aquamarine sea of Vesima below the Crevari hill, Unesco and Renzo Piano have created an international laboratory that attracts architects from around the world.



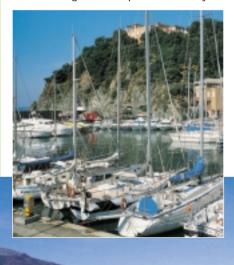
THE WESTERN RIVIERA STARTS HERE

village of colourful houses, like the kind that can be found only in Liguria, extends along the beach, reflecting in a green-blue sea; a Grand Hotel built according to the most modern architectural principles of the early 20th century; a mountain chain of harsh beauty, with dazzling green grass and pines, providing shelter against the northern winds.

That's how Arenzano appeared ninety years ago to the rich European tourists who came to winter in the Ligurian sunshine - the best welcome they could receive from the Western Ligurian Riviera.

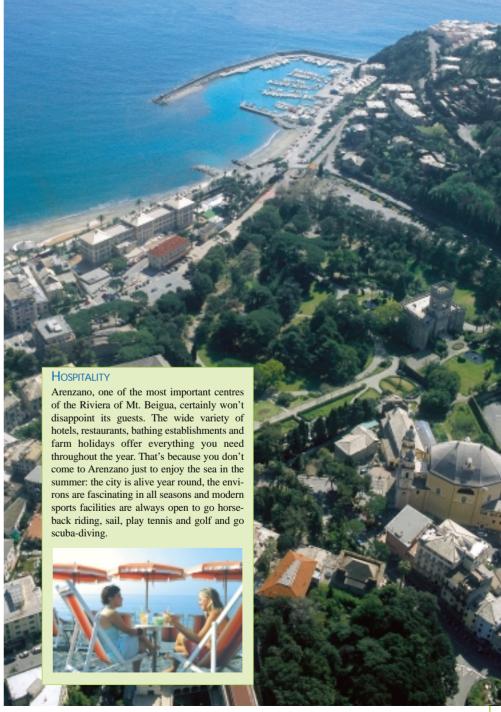
BEACHES, PINE FOREST AND MARINA

nd it's still that way today: Arenzano offers guests its special climate year





round, the elegance of its sea-front promenade and beaches, the colours of its houses and its sky, and its cosy hotels. Because even though a century has come and gone, here only the indispensable has changed: the village has become bigger, livelier and the marina willingly makes room for cabin cruisers, yachts and deep-sea sailing boats sheltered by Cape San Martino with its famous pine forest and villas, sports facilities and the Marina Grande beach. In the summer, on the beaches, row after row of colourful umbrellas share the stage with changing booths and lively bars along the sea-front promenade. Elsewhere, the rocky reef is the ideal diving locale to discover an underwater world that's really teeming with life and a myriad of colours. Active year round, the "Haven Diving Center" rents scuba-diving gear and offers various types of specialised courses.



ARENZANO



THE SWEETEST CLIMATE

ow nice to be dazzled by the sunlight reow file to be dazzied by the samignities flecting off the sea when the planes diverted from the Po Valley airfields socked in by fog land at the nearby Genoa airport. Snow, here? No way! Freezing weather? What's that? Arenzano's climate is inimitable, the mountain breeze makes the air crystal clear and the marine zephyrs keep the summer humidity at bay. They say that the Earth blooms in the spring but that's not always the

air with yellow already in January and the white flowers of the almond trees emanate scented breezes in February. What's so strange? We're in the Riviera of Mt. Beigua!











INFANT JESUS OF PRAGUE

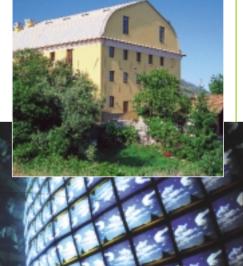
The adulation of Infant Jesus originates in one of Europe's most fascinating capitals and since 1908 the sanctuary on the hills of Arenzano is its main point of reference. Today, the sanctuary of Arenzano is the most universal and dynamic centre for the devotion to Infant Jesus of Prague, who is also worshipped in many countries around the world. The interior of the sanctuary is embellished with various interesting sculptures: the adjacent areas contain a missionary exhibition of the Carmelites plus a very colourful – and finely scented – artistic nativity scene made with the ceramics of Albisola, on display in an artificial grotto. The sanctuary also has a nursery of Asian and African plants with nearly one million specimens.

MUVITA, EVERYTHING EXCEPT A MUSEUM

t sounds like the name of a medicinal pickme-up and perhaps it is: the living *Museum* of *Technologies for the Environment* wants to "restore" the relationship between the citizens of the 21st century and their natural environment, to teach them to become more familiar with it, to abuse it less, and to cure its ills of which they themselves are the cause. It's a living museum because visitors are encouraged to touch buttons and objects, to answer questions, and to "mess around" in chemical laboratories.

The "focus" is on the climate and the impact

of human activities, analysing different forms of energy, observing underwater life, being fascinated by the giant multimedial geode, studying the characteristics and the properties of foods... Touch it to believe it.



VILLA NEGROTTO CAMBIASO

One of the great residences where Genoese aristocrats spent their leisure time is the villa that Marquis Tobia Pallavicino built in the late 16th century in the centre of Arenzano. Its renovation in 1880 included the addition of an English-style park that today is open to the public, while the villa has become the site of Arenzano's Town Hall. The enormous Liberty-style iron and glass greenhouse, designed by Lamberto Cusani, is located in the centre of the park.





THAT'S "PAR" FOR THE COURSE...

eorge Bernard Shaw said, "you don't have to be an idiot to play golf, but it helps". But then again, he had a very sharp tongue. In reality, golf is a fantastic sport that can be played by anyone and is anything but elite. A healthy sport where you can walk and fill your lungs with fresh air surrounded by trees and lush greenery. A silent sport that's also a little bit romantic, and ideal for getting away from the hectic city life so "in" among young people. A sport that you can play year around only in Liguria: whoever comes to Arenzano should know that here, in the Pine forest, there's an excellent 9-hole course. Give it a go. It's worth it.



9 OR 18 HOLES?

ot just the 9-hole course in the Pine forest of Arenzano for golf lovers. Just four kilometres from the green of Arenzano, in the Lerca valley, the St. Anna Golf Club, 100 hectares of beautiful hilly landscape, is nearing completion. This site will include an 18-hole golf course, a village based on Ligurian traditions, hotels, swimming pools nestled in a scenic wonderland, fruit orchards and nature trails.

A high-level "Golf Centre" that lets you get in touch with nature and is close to the sea and the major routes to Northern Italy and Europe.





AND IF THIS IS WHERE COLUMBUS WAS BORN?

n the centre of Cogoleto there's a memorial stone marking what might be the birth-place of America's discoverer. This is not the place to discuss the origins of the most famous Ligurian of all time, so we'll just point out this possibility without any additional comments. In any case, here the sea is really a natural feature, and to such an extent that the small alleyways that from the main caruggio descend to the beach are called "docks" because they were used to put boats into the sea. When there weren't any bathing establishments of course!





THE FISHING VILLAGE BECOMES THE VACATION VILLAGE

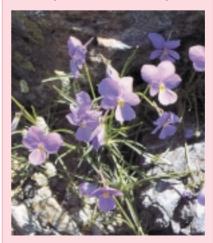
ogoleto was a real fishing village: founded around 600 A.D., it was defended against the Turks by five lookout towers and a castle blocking access to the east. In the winter, the boats are the lords of the beach but, in the summer, they have to make room for the bathing establishment changing booths. Above the sand and pebble-covered beach there's a long sea-front promenade, lined with palms, flowers and Mediterranean maquis, that embraces the entire village up to the Pine forest of Arenzano and the Piani di Invrea, where the mouth of the Arrestra River is a safe haven for migratory birds, water hens and ducks.





plants, incredible specimens of the local flora and species on the brink of extinction, is located on the Beuca hill, within an environmentfriendly residential improvement project. Sciarborasca is the centre of a serene country-

sciaroorasca is the centre of a serene countryside dominated by a rough landscape of Alpine rocks. There, in the centre of the round village, an old farmhouse is the site of the Farming Museum, an exhibition and collection of old tools and furnishings. The Echo Museum with its unusual tuff grottos is another interesting venue.





NOT JUST THE SEA

ther interesting sites include the parish church of St. Mary and the fourteenth-century oratory of St. Lawrence, where the painting of the *Martyrdom of St. Lawrence* by G.B. Carlone is on display. The historic centre has maintained all the features of a typical Ligurian village with its painted facades, arches and well preserved and renovated portals: take a relaxing stroll among the small shops with colourful signs and little restaurants, and all in a seaside atmosphere that's lively all year round.

THE HOLY MOUNTAIN

he prehistoric Ligurians chose Mt. Beigua as their special mountain for worshiping their God. At an unpretentious altitude of 1300 metres, Beigua is still quite majestic, with its landscape of rocks and forests so similar to an Alpine peak. The view from its crests buffeted by northerly winds ranges from the Riviera and Genoa to the Alps, Mt. Rosa and the Adamello, as well as to Corsica and Elba Island. And then, when a sirocco begins to swirl, the fog appears and turns the world grey and silent.

The maze of forests, streams, valleys, farmsteads and trails between Mt. Beigua and the peaks of Rama, Argentea and Reixa, an enormous reservoir of pristine nature embracing the coast and the hinterland, is protected and safeguarded by the Beigua Park Service (that also offers guided tours).





THE ENGINEER'S TRAIL

he *Inzegnè* (or Engineer's) trail is just one of the 60 trails running up and down the valleys, woods and meadows of the massif of Mt. Beigua and its neighbouring mountains. Many of these trails start from sea level, guiding hikers easily along steep and spectacular hairpin turns to the more than one thousand metre high crests. To a place where the springtime flowers permeate the air with their inebriating scents and the winter snow on the peaks creates a stark contrast with the white sails on the sea.



EXCURSION ITINERARIES

ith the sea and the Riviera on one side, and the hills fleeing toward the Po Valley on the other, there's no doubt that the Alta Via dei Monti Liguri is the main itinerary running through the massif of Mt. Beigua. No matter where you look, there's an incomparable panorama, surrounded by nature and the silence of Liguria's hinterland; an arc of mountains caught in between two blues: the sea and the sky. But these mountains offer more than just hiking trails: there's the Bric del Dente, the ideal paraglide jumping point, the Lookout Towers of Sciarborasca and Martin Peak for climbing, the Faiallo road for bike rides and the plateau of Prato Rondanino for horseback riding.

The Argentea Mountain Community also



STURA AND ORBA VALLEYS

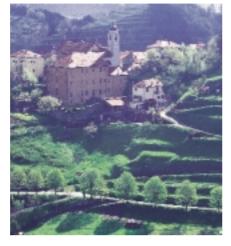
THE LUSH HINTERLAND

THE GREEN VALLEYS OF GENOA SO CLOSE TO THE SEA

Just a few curves and the sea becomes a thing of the past. The hinterland is where villages have stone alleys; where it snows in the winter and farmsteads remain isolated; where you can eat wild boar and porcini mushrooms; where you can sleep with a blanket even in August; where you can dive into cold streams in the shade of ancient stone bridges; where falcons soar and (maybe) wolves hunt; where you can pray in churches with ancient frescoes; where you can ride horses in blossoming meadows; where there is silence; and where everything is green.

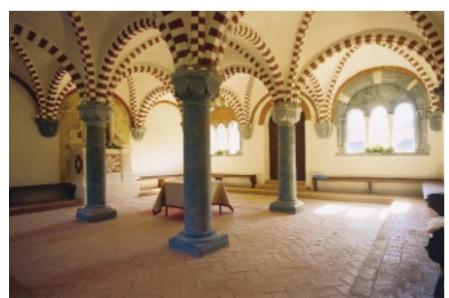
TIGLIETO AND THE ABBEY

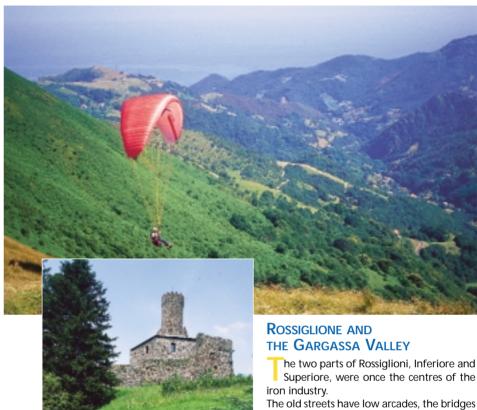
t was a deserted and marshy plain, the one created by the Orba Stream near the Roman *Civitacula* where, in 1120, the Cistercians erected their first monastery in Italy and a huge and splendid Romanic church, with a cloister and a convent. The monks worked hard and the upper Orba valley was improved and economically reorganised under the government of the Tiglieto Abbey. In the 1700s, the monks left and the Abbey became the private residence of the Marquis Salvago Raggi. Today, visitors are welcome again thanks to the renovation (still in progress) and the return of the monks.



MASONE AND THE IRON MUSEUM

asy to reach by car from the motorway exit and by foot along the Alta Via dei Monti Liguri, Masone welcomes visitors from the sea to the Stura Valley. Want to know more about this fascinating area? Don't miss the beautiful historic centre nestled at the top of a hill, the Chapel woods, the thundering Snake Waterfall, the mystic Hermitage and, above all, the "Andrea Tubino" Civic Museum chronicling the history of when this valley's inhabitants worked iron and fabricated quality nails.





CAMPO LIGURE AND ITS CASTLE

majestic fifteenth-century castle reigns over the red roofs and the beautiful frescoed and decorated buildings of Campo Ligure, for centuries the feud of the Spinola family and today the filigree capital of Italy. The medieval bridge that crosses the Stura River offers the best view over the town. Situated almost in the middle of the town, the huge and richly embellished seventeenth-century oratory of St. Sebastian and St. Rocco is the site of one of Italy's most beautiful mechanised nativity scenes.

The old streets have low arcades, the bridges have a four centred arch, and the valleys of the Gargassa and Berlino Rivers are perfect for trekking and mountain-bike rides along trails carved between gorges and canyons, through meadows or next to old iron foundries.

Then, there's the Leisure Time Collection that retraces the history of the 1900s in Italy through an assortment of motorcycles, bicycles and functioning objects of that epoch.



WESTERN GENOA/THE BEIGUA RIVIERA

DISCOVERING TYPICAL PRODUCTS

BASIL AND PESTO

few basil leaves reduced with a wooden pestle inside a marble mortar, extravirgin olive oil from the Ligurian Riviera, garlic, pine nuts and Reggiano Parmesan cheese. That's Pesto, the gueen of Ligurian sauces, and the outstanding end result of our ancestors' culinary talents and artistic intuition. Pesto is a declaration of love for this land, a love that also comes from its colour and aroma, green and scented like the Mediterranean maguis of the surrounding hills. The greenhouses facing the sea in Prà grow the best basil; with small and scented leaves, and absolutely no trace of mint, it's the indispensable ingredient for preparing the one-and-only Genoese Pesto.



A NAME THAT BREATHES FIRE...

n Latin, Focacius was a food cooked under the ashes. In the desert, the prophet Elijah ate a focaccia cooked on burning rocks. Who knows why this simple and ancient food became so closely linked with Liguria. And in Voltri, above all, where the unmistakable, appetising, mouth-watering smell of freshly baked focaccia, an amazing combination of flour, olive oil, water and salt worked by expert hands, permeates the alleyways and town squares. What's the best way to eat it? With the crust down and a glass of white wine from Coronata.





formaggi

tipici di

qualità

THE HOLE SURROUNDED BY A SWEET

Chort pastry with lots of butter, sugar sprinkled on top, and a nice hole in the middle: the canestrello of Mele and of Acquasanta is a sweet that's both simple and flavourful. Delicious for breakfast, it's also perfect as a snack with tea or a glass of sweet wine. It's not fattening, just don't eat

he Milk Valleys: from nature to the table. With that slogan the Stura Valley welcomes everyone who loves fresh and genuine milk, delicious cheeses and premium beef. Cows graze on the nutritional and nourishing pastures of this forever-green valley and the end result is a high-quality

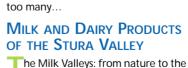
milk as well as wholesome and scrumptious cheeses. A tourist/theme-oriented itinerary gives aficionados a chance to become more familiar with the numerous cattle farms and cheese factories, and to discover all the workings of modern farms where the focus is on tradition.



pristine land and the valley's oceanic rocks rich in mineral salts give flavour and nutritive value to these gifts of nature. We're talking about blackberries, mulberries, strawberries, raspberries, blueberries, currants and gooseberries that the Dalpian Company in Acquabuona di Tiglieto offers all those who love the mountain's little delicacies or makes into exquisite marmalades and delicious ice-cream.









FOLKLORE AND CRAFTSMANSHIP

THE CASACCIE

rucifixes that dance, bounce and jingle, uilded and silver-coated giants weighing 140 kilograms carried on the shoulders of men dressed in olden hoods and capes.

The confraternities of the Casaccie maintain a tradition of religious faith that began in 1200. Every year, on 15 August, they assemble at the Acquasanta Sanctuary of Our Lady for one of the most popular religious celebrations.

FILIGREE: WHEN YOU HAVE "GOLDEN HANDS"

wo ultra thin gold or silver wires twisted together to form a less than 1 mm thick flat strip that's transformed into jewellery in the hands of talented artists. This is the art of filigree, which began perhaps in China, and was brought to Europe by the Phoenicians and the Greeks. Today, Campo Ligure means filigree, the most delicate of all Ligurian craftsmen trades. Visit the Filigree Museum, take a look at how the experts work at the Filigree Maker Consortium or see the National Filigree Exhibition at the end of the August.





THE MECHANISED PINOCCHIO **OF CAMPO LIGURE**

n the Spinola Castle of Campo Ligure "there was once a piece of wood...". That's right, Pinocchio, the world's most famous piece of wood. The Mechanised Pinocchio of Campo Ligure tells Collodi's story in 32 huge scenes with about forty movements. With Jiminy Cricket, the Blue Fairy and Foulfellow and Gideon ready to spin their tale for adults



RECURRING INITIATIVES AND EVENTS

Arenzano

FEBRUARY: Carossezzo - carnival MARCH/APRIL: FlorArte JUNE/JULY: Arenzano Dance Art Festival JUNE/JULY/AUGUST: Arenzano Summer Evenings

JULY: International Organ Festival AUGUST: Arenzano Amateur Triathlon SEPTEMBER: International "Mare e Monti" March

"Il Pavone" (The Peacock) Trophy Period Car Rally Infant Jesus of Prague Annual Solemnity DECEMBER: Confuoco

Cogoleto

AUGUST: St. Lawrence Festival

AUGUST: Acquasanta Confraternity Procession

Rossiglione

JULY: St. Joseph Festival and Procession AUGUST: Madonna degli Angeli Festival SEPTEMBER/OCTOBER: Stura Valley Expo

Campo Ligure
JULY: St. Mary Magdalene Festival
AUGUST: Campo Festival – encounter with

AUGUST/SEPTEMBER: Filigree exhibition

JULY/AUGUST: Badia Musical evenings AUGUST/SEPTEMBER: Lumberjack Pentathlon

Masone

JUNE: St. John Festival SEPTEMBER: Mushroom Festival

Ge-Pegli

July: Sea Festival

JUNE: St. Peter Festival

Ge-Voltri

May: Focaccia festival

JUNE: St. John the Baptist Festival JULY/AUGUST: Musical evenings in Villa Galliera

DECEMBER: Pandolce festival

A FANTASTIC TRIP

TO GENOA, CAMOGLI AND MOUNT PORTOFINO

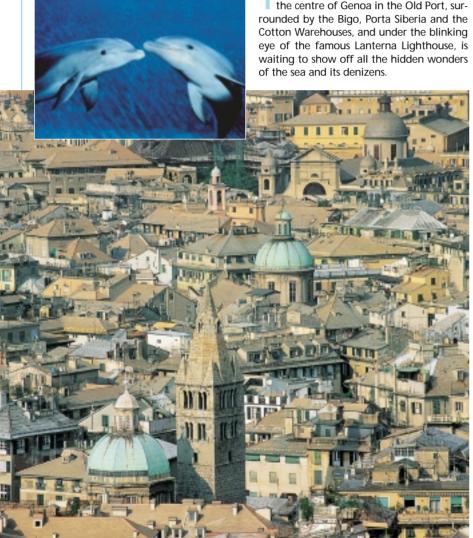
26 CENTURIES FOCUSED ON THE CENTRE OF THE BAY

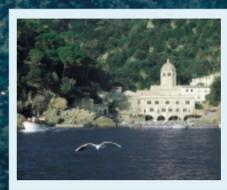
enoa is a fascinating city. Why? Because of its millennium-old history, the incredible art hidden among churches and patron palaces and the panoramas of its hills. From the smelly fried-fish shops of Sottoripa to the princely residences of via Garibaldi, the historic centre embraces a myriad of treasures of art, history and archi-

tecture. In the modern neighbourhoods between piazza De Ferrari and Castelletto. the skyscrapers conceal ancient patron villas, Liberty-style buildings, belvederes overlooking the slate roofs and pedestrian creuse with incredible views. And the charm of the seaside villages, from Boccadasse to Nervi, is beyond compare.

THE WORLD'S MOST BEAUTIFUL **A**QUARIUM

he incredible Aquarium, right there in the centre of Genoa in the Old Port, sur-





BY FOOT OR BOAT

Portofino: the name says it all. The seaside village and Italy's most famous promontory, nestled within a multicoloured atmosphere, the red and yellow of the houses facing the main square and the bay. the green of the dense Mediterranean maquis covering the hill and the green-blue crystal clear sea teeming with underwater life.

Hidden by a thick wood, the bay of San Fruttuoso, with the abbey of the Dorias and its small beach, is the other gem of Mount Portofino, accessible by

